

## **REMARKS**

Favorable reconsideration of this application is requested in view of the above amendments and following remarks. Claims 1, 4, 10 and 19 are amended and claims 20-22 are newly added. No new matter has been added. Claims 1-22 remain actively pending in the case. Reconsideration of the claim is respectfully requested.

In paragraph 8 on page 5 of the Office Action, claims 1, 3-7, 9-10, 12-16 and 18-19 were rejected under 35 U.S.C. 102(e) as being anticipated by Smart et al. (US 2003/0208691). In paragraph 10 on page 5 of the Office Action, claims 2, 8, 11 and 17 were rejected under 35 U.S.C. 103(a) as being unpatentable over Smart, in view of what was wellknown in the art. Applicants respectfully traverse the rejections.

Smart fails to teach or suggest at least providing an offering to a plurality of users at said one order terminal based on a business relationship between the retail business entity controlling said one order terminal and said digital device provider associated with said digital storage device as required by Applicants' independent claims. Rather, Smart discloses that when a new device is connected to a local network 100, a multicast announcement (i.e., discovery protocol) is broadcasted to other users on the network. Accordingly, devices currently on the network learn of the new device, and the new device learns of the devices currently on the network. Further, devices on a large network can use a Service Description Directory that represents devices connected to the large network. *See* paragraphs [0053] and [0054]. Thus, a new device, such as a camera 102, can identify the population of devices already connected to the network, and is aware of their attributes and capabilities. *See* paragraph [0081]. The new device will then determine if its own attributes are compatible with the equipment currently attached to the network, such as a printer, and if so, will use the currently attached equipment to perform a task, such as printing a document. *See* paragraph [0081], [0082] and [0115]. Further, a browser 148 is informed via the discovery protocol that a device, e.g., camera 102, has joined the network 100. The browser 148 asks the camera 102 to send its description and can display the description and/or camera icon on the browser's display. *See* paragraphs [0072-0077].

Once all of the devices 102-108 in the network 100 discover each other, compatibility between the devices is determined by profile processes 112, 138, 140, 144. Hence, “an initiating device, such as the camera 102, can identify the population of devices connected to the network, and is . . . aware of their attributes and capabilities. The user of the camera 102 is therefore aware, by means of the discovery announcement process . . . , of the low resolution printer 104 which is attached to the network.” *See* paragraph [0081]. Accordingly, if a camera 102 wants to print to a high-resolution printer 104, the profile matching has already been established between the camera 102 and the printer 104.

However, Smart does not disclose providing an offering to a plurality of users at said one order terminal based on a business relationship between the retail business entity and said digital device provider. Moreover, Smart does not retail business entity controlling the one order terminal.

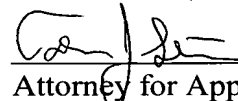
With respect to claims 21 and 22, Smart fails to teach or suggest at least offering to the plurality of users goods and/or services of said one or more of the plurality of digital storage device providers that have established a friendly or neutral relationship with the retail business entity controlling said one order terminal, while blocking access to said one or more of the plurality of digital storage device providers which have a hostile relationship with retail business entity. Blair fails to remedy the deficiencies of Smart. Blair merely provides an interface that has certain restrictions, such as age restrictions. *See* paragraph [0066]. However, Blair does not disclose offering the plurality of users goods and/or services of said one or more of the plurality of digital storage device providers that have established a friendly or neutral relationship with the retail business entity controlling said one order terminal, while blocking access to said one or more of the plurality of digital storage device providers which have a hostile relationship with retail business entity.

Therefore, in view of the above remarks, Applicants’ independent claims are patentable over the cited reference. Because claims 2-9, 20-21 and 11-18, 22 depend from claims 1 and 10, respectively, and include the features recited in the independent claim, Applicants respectfully submit that claims 2-9, 11-18 and 21-22 are also patentably distinct over the cited references. Nevertheless, Applicants are not conceding the correctness of the Office Action’s rejection with respect to such dependent claims and reserve the right to make additional arguments if necessary.

In view of the foregoing it is respectfully submitted that the claims in their present form are in condition for allowance and such action is respectfully requested.

The Commissioner is hereby authorized to charge any fees in connection with this communication to Deposit Account No. 05-0225.

Respectfully submitted,

  
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Attorney for Applicant(s)  
Registration No. 53,950

Thomas J. Strouse/phw  
Rochester, NY 14650  
Telephone: 585-588-2728  
Facsimile: 585-477-4646

If the Examiner is unable to reach the Applicant(s) Attorney at the telephone number provided, the Examiner is requested to communicate with Eastman Kodak Company Patent Operations at (585) 477-4656.